**Title** : Poster Rubric—What's it all about?  Persuasive Poster

**Description** : A rubric in student language written for elementary and middle school students to self-assess posters.

**Keywords** : Advertisement, print

**Instructions** : Use this rubric as you work on your poster to set goals and self-assess your work.

**Categories**

**Grade Level** : 6-8

**Subject** : Language Arts

**Type of Assessment** : Print Publications

| **4** | **3** | **2** | **1** |
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| Content | | | |
| My poster shows that I understand the content very well. | My poster shows that I understand the content. | My poster shows that I understand some of the content. | My poster shows that I do not understand the content. |
| Purpose and Theme | | | |
| My poster has a purpose. My poster’s theme makes an important and interesting statement about the topic. | My poster has a purpose and a theme that makes a statement about the topic. | My poster has a purpose and a theme related to the topic. | My poster does not have a purpose or theme related to the topic. |
| Images | | | |
| My images relate to the poster’s content and add to the meaning. | My images relate to the poster’s content. | Some of my images relate to the poster’s content. | None of my images relate to the poster’s content. |
| Design | | | |
| I use lines, shapes, mass, texture, and color creatively. My poster is interesting, attractive, and meaningful. | I use lines, shapes, mass, texture, and color. My poster is interesting and attractive. | I use some lines, shapes, mass, texture, and color. My poster is somewhat plain. | I use some lines shapes, mass, texture, or color. My poster is sloppy. |
| Organization and Balance | | | |
| My poster is balanced. All the pieces work together to create a clear message. | My poster is fairly balanced. Most of the pieces work well together. | My poster is slightly unbalanced. Some pieces take away from the overall message. | My poster is unbalanced. The pieces do not work together. |
| Creativity | | | |
| I use original, surprising, and appropriate graphics, text, and design to communicate meaning in my poster. | I use original and appropriate graphics, text, and design in my poster. | I try to use original and appropriate graphics, text, and design in my poster. | I use unoriginal or inappropriate graphics, text, or design in my poster. |
| Conventions | | | |
| My poster has no spelling, grammatical, or typing errors. | My poster has one or two minor spelling, grammatical, or typing errors. | My poster has some major spelling and grammatical errors that take away from my poster’s meaning. | My poster contains many errors that make my poster hard to understand. |